

**DUTY STATEMENT**

Employee Name:	Position Number: 580-020-5601-011
Classification: Information Officer I (Specialist)	Tenure/Time Base: Permanent/Full Time
Working Title: Social Media & Internal Communications Specialist	Work Location: 1615 Capitol Ave., Sacramento, CA 95814
Collective Bargaining Unit: R01	Position Eligible for Telework (Yes/No): Yes
Center/Office/Division: Director's Office / Office of Communications	Branch/Section/Unit:

All employees shall possess the general qualifications, as described in California Code of Regulations Title 2, Section 172, which include, but are not limited to integrity, honesty, dependability, thoroughness, accuracy, good judgment, initiative, resourcefulness, and the ability to work cooperatively with others.

This position requires the incumbent to maintain consistent and regular attendance; communicate effectively (orally and in writing) in dealing with the public and/or other employees; develop and maintain knowledge and skill related to specific tasks, methodologies, materials, tools, and equipment; complete assignments in a timely and efficient manner; and, adhere to departmental policies and procedures.

All California Department of Public Health (CDPH) employees perform work that is of the utmost importance, where each employee is important in supporting and promoting an environment of equity, diversity, and inclusivity, essential to the delivery of the department's mission. All employees are valued and should understand that their contributions and the contributions of their team members derive from different cultures, backgrounds, and life experiences, supporting innovations in public health services and programs for California.

### **Competencies**

The competencies required for this position are found on the classification specification for the classification noted above. Classification specifications are located on the [California Department of Human Resources' Job Descriptions webpage](#).

### **Job Summary**

This position supports the California Department of Public Health's (CDPH) mission to advance the health and well-being of California's diverse people and communities while being responsible stewards of our state's limited human and financial resources.

Under the direction of the Information Officer II, the Information Officer I (Specialist) serves as a social, multimedia, digital marketing and internal communications specialist in the Office of Communications. The incumbent will develop and distribute updates to CDPH staff on the Department's intranet (myCDPH) and other internal communications platforms; assist with planning, evaluating and contributing to CDPH's social media platforms, assist in creating content, including graphics and videos to promote and educate employees and the public on CDPH programs and

initiatives; contribute to strategic outreach campaigns to assist in a variety of Department and Administrative goals.

### Special Requirements

- ☐ Conflict of Interest (COI)
- ☐ Background Check and/or Fingerprinting Clearance
- ☐ Medical Clearance
- ☐ Travel:
- ☐ Bilingual: Pass a State written and/or verbal proficiency exam in
- ☐ License/Certification:
- ☐ Other:

### Essential Functions (including percentage of time)

- 45% Develops, from concept to distribution, engaging internal communications materials for CDPH employees on a variety of health-related topics and Department goals and activities. Creates content and posts, and distributes internal communication content via the myCDPH intranet site, email, and other communications platforms. Creates videos, graphics, talking points, posters, flyers, infographics, and other assets to engage and inform CDPH staff.
- 40% Serves as one of the Department's social media specialists. Provides coordination, consultation and review of all CDPH social campaign materials from a wide variety of programs and activities to ensure appropriateness and consistency with Department messaging, policies and objectives. Using programs such as Adobe Photoshop, Illustrator, Canva, and Premiere, creates new strategic campaigns for social media with high-quality visuals, and graphics with the CDPH brand. Provides deliberate planning, strategy and goal setting to build CDPH social media presence and attract an expanding audience and increasing traffic, with a focus on health equity. Analyzes data to measure how content is performing and makes recommendations to improve reach and impact to target audiences. Ensures CDPH social media policies and procedures are kept current. Uses social media to communicate timely and relevant content, and health messages to the public, stakeholders and CDPH employees. Serves as contact person for inquiries that come through social platforms.
- 10% Works with the Director's Office on internal communication strategies and tactics to communicate CDPH's initiatives. Assists in analyzing assets and data for various CDPH projects and communications. Supports program activities and attends meetings.

<b>Marginal Functions (including percentage of time)</b>
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5%      Performs other work-related duties as assigned to maintain the efficient operations of the Office of Communications.

I certify this duty statement represents an accurate description of the essential functions of this position. I have discussed the duties and have provided a copy of this duty statement to the employee named above.	I have read and understand the duties and requirements listed above, and am able to perform these duties with or without reasonable accommodation. (If you believe reasonable accommodation may be necessary, or if unsure of a need for reasonable accommodation, inform the hiring supervisor.)
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Supervisor's Name:	Date	Employee's Name:	Date
Supervisor's Signature	Date	Employee's Signature	Date
<b>HRD Use Only:</b> Approved By: EJ	Date 11/8/22		